



Visit USA Association (UK) Ltd
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Visit USA Association Survey Results – Q2

Bookings for 2026 looking positive for the USA

The Visit USA Association (UK) has revealed the results of its second Market Barometer following a survey issued to the association's tour operator and travel agent members to review booking trends for Q2 covering April to June 2025.

The topline results indicate that bookings to the USA are holding steady, and that cancellations are minimal. The survey results showed that:

- 60% of responders say enquiries and searches are above 2024 levels or on par with 2024
- 60% of responders say bookings are above 2024 levels or on par with 2024
- 100% of responders reported zero cancellations or changes to forward bookings
- Best destination performers in this quarter: Deep South, New York, Florida, Alaska, California, New England
- The increased affordability of USA holidays was noted as booking driver now, compared to three months ago. Forward bookings for 2026 are looking positive, with good pricing on airfares and exciting events approaching.

Kate Kenward, CEO at Visit USA (UK) commented "We are seeing some exciting trends coming through, with some visitors wanting to visit, or revisit top USA destinations such as California, Florida and New York, whilst others are seeking out destinations such as Alaska, Deep South and New England which maybe bucket list plans or a desire to discover off the beaten track USA. Our members confirmed that outdoor, adventure, experiential, and cultural holidays were all booking well"

Visit USA member, Tom Dale, Head of Commercial at North American Vacation Homes (NAVH) confirmed "There is definitely a renewed confidence in US bookings right now - both in consumer booking numbers for 25 and 26 but also from the tour operators that are our customers. In the first 3 months of this year there was definitely uncertainty, fed in some part by the activity and headlines of the new administration's first 100 days. But that has passed things are back on a more normal footing. 2026 is flying already!"

The Visit USA Travel Planner is an invaluable guide that can be downloaded direct from the Visit USA website now: www.visitusa.org.uk/travelplanner. This lists tour operators and travel agents who are experts on the USA, along with airlines, attractions and tourist boards ready to assist with itinerary planning.

Visit USA confirmed that they will continue to survey members with next results due following the end of quarter three.

For more information on Visit USA (UK) please visit www.visitusa.org.uk or email info@visitusa.org.uk.



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About Visit USA Association (UK)

Visit USA (UK) is a membership organisation that brings together experts from the widest range of US states and destinations, travel, accommodation, entertainment and other US-travel related products and services. Its strong and loyal membership base are travel professionals dedicated to increasing destination awareness and providing leisure travel arrangements to and within the United States of America.